

## S A T I S F A C T I O N

**THE  
TOYOTA TOUCH**

Toyota Touch is the philosophy that customer satisfaction is our most important goal.

You experience the Toyota Touch the first time you enter a Toyota showroom and are greeted with courtesy and respect. The Toyota Touch means that buying a Toyota must be as reassuring and satisfying as owning a Toyota. The experience continues after your purchase: courtesy and competence combine to assure your service satisfaction.

A recent consumer survey confirms Toyota's continuing reputation for leadership in product quality and dealer service. In that survey Tercel.

Camry, Cressida, and Supra were each rated #1 in their segment for customer satisfaction.\*



To help assure continued satisfaction, Toyota provides a toll-free number that you can call if you should have any questions. From any location in the continental United States, just call us at 1-800-331-4331.

The Toyota Touch is our commitment to satisfy you every step of the way. If it's important to you, it's also important to us.

GET MORE FROM LIFE...BUCKLE UP!

\*J.D. Power & Associates 1987 Customer Satisfaction with Product Quality and Dealer Service (for 1986 vehicles).

**TOYOTA QUALITY**  
WHO COULD ASK FOR ANYTHING MORE!

## C A M R Y



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TOYOTA



S O P H I S T I C A T E D

L E S T Y L I N G

TRULY EXCEPTIONAL IN FORM AND FUNCTION.  
CAMRY DEFINES THE STANDARDS FOR COMFORT,  
QUALITY, STYLE AND PERFORMANCE.



LE Sedan  
Shown in Dark Red Pearl

Shown with optional equipment



L U X U R I O U S

L E I N T E R I O R



**LE Interior**  
Shown in Maroon Cloth

Shown with optional equipment.



## U N C O M P R O M I S I N G

You want a car with sophisticated styling, luxurious comfort, and responsive performance. You want Camry. In return, you get quality engineering and construction that make Camry the #1 car in its segment for customer satisfaction.\*

■ **VERSATILE LINEUP.** Ahead of its time and ahead of its contemporaries, the Toyota Camry is unmistakably superior in function as well as in form. Models include the Sedan, Deluxe Sedan, LE Sedan, Deluxe Wagon and LE Wagon. Brand-new for 1988 is the surefootedness of full-time all-wheel drive in All-Trac Deluxe and LE



Sedans. By maintaining 4-wheel traction, All-Trac offers comfortable, confident handling, especially over loose, wet roads.

■ **STYLED TO PERFORM.** Camry is sleek, trim, and obviously capable. Aerodynamic tungsten halogen headlamps, semi-concealed wipers, aerodynamic mirrors, and flush side glass reduce drag and wind noise. Color-keyed bumpers and mirrors, integrated front air dam, and optional alloy wheels add a touch of continental flair to LE models for striking appeal.

■ **BUILT FOR COMFORT.** Camry's spacious interior contains a wealth of standard features. Included in the LE are luxury velour stepless-reclining front buckets with 7-way adjustable driver's seat, variable-assist power steering with memory tilt wheel, power-

boosted ventilation, and center console with twin storage areas. Fold-down rear seatbacks with armrests, automatic front shoulder belts, 3-point rear seatbelts, and child-protector door locks enhance comfort and convenience. Also included are auto-off headlamps, an AM stereo/FM stereo electronic tuning radio with power antenna, and more.

■ **PROVEN PERFORMANCE.** Camry's responsive twin cam 16-valve engine provides smooth, reliable power. Computerized electronic fuel injection and ignition systems help give this 2.0-liter engine excellent response and fuel economy.\*\*

After the rigors of road-testing, the experts' concluded: "The new Toyota Camry sets a standard of engineering excellence by which all further automobiles in its class and market segment will be compared."

\*J.D. Power & Associates' 1987 Customer Satisfaction with Product Quality and Dealer Service (for 1986 vehicles).  
\*\*See mileage statement on page 15 for details.  
†Motor Trend Magazine May, 1987.



All-Trac LE Sedan (Shown in Rose Gray Metallic)



LE Sedan  
Shown in Super White

Shown with optional equipment.



EVEN THE MOST DIVERSE LIFESTYLES SHARE A NEED  
FOR VERSATILITY, A DEMAND FOR QUALITY, AND A DESIRE FOR STYLE.  
IN ALL, CAMRY WAGON IS RIGHT FOR TODAY AND TOMORROW.



LE Wagon  
Shown in Gray Metallic

Shown with optional equipment.



1 LE interiors include many thoughtful details, such as this retractable console-mounted cup holder.

2 Center console armrest with dual storage compartments is standard on all Camry LE models.

3 Wagon 60/40 split rear seatbacks may be individually folded down to allow carrying long cargo as well as rear passengers.

4 Automatic retracting front shoulder belts and 3-point rear seat belts enhance safety, as do child-protector rear door locks.

5 LE Wagon's retractable cargo cover keeps valuables stowed safely out of sight.

6 LE Sedan 60/40 split rear seatbacks provide access to trunk space while retaining seating for one or two passengers.

7 A rear window wiper/washer comes standard on Camry Wagons, as does an electric rear window defogger with timer.

8 Extremely low liftover height offers easy access to Camry Sedan's generous 14.6 cu. ft. rear trunk.

9 LE is ergonomically designed for your driving pleasure with reclining front bucket seats, adjustable headrests, power-assisted ventilation, analog instrumentation, an AM stereo/FM stereo electronic tuning radio and four speakers. (Shown in Maroon Cloth)

10 Camry's advanced front suspension uses MacPherson struts, stabilizer bar with variable-assist power steering, and power-assisted brakes for enhanced stability and control over a range of driving conditions.

11 All LE and Deluxe models have tilt steering with memory.

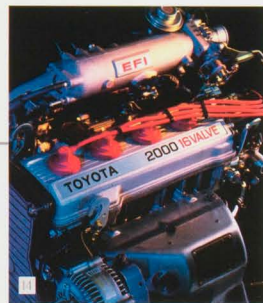
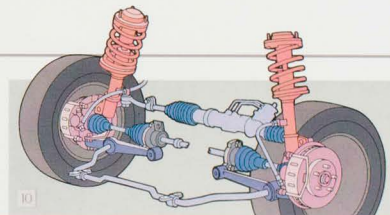
12 Full-size spare tire on LE and Deluxe offers maximum convenience.

13 An electronically controlled 4-speed automatic overdrive transmission, standard on LE (except All-Trac LE) and optional on Deluxe, offers fuel-efficient\* "normal" mode and responsive "power" mode.

14 Camry's 20-liter 4-cylinder twin cam 16-valve engine has computer-controlled electronic fuel injection and ignition systems for smooth, reliable, fuel-efficient motoring.

\*See mileage statement on page 15 for details. For further information on features and options, see page 15.

## C O M F O R T A B L E





## E X C E P T I O N A L

*Motor Trend Magazine* summed it up nicely: "What we loved best about the Camry was the quality feel. Solid and well engineered. Plenty of storage space. Well-placed controls... and the road feel of a product costing several times more."

■ **EXCEPTIONALLY STYLED.** New Camry Deluxe Sedan, Deluxe Wagon, and Sedan are the result of extensive aerodynamic testing and evaluation and are as attractive as they are practical.

■ **COMFORTS ABOUND.** Camry's interior is spacious and comfortable. New plush cloth seats, fully reclining in front, offer room for five



adults. Automatic front shoulder belts, 3-point rear belts and child-protector door locks are standard. Among the long list of features are front door map pockets, center console with armrest, 60/40 split rear seat-backs (Camry Wagon), and fully carpeted trunk and cargo areas. Camry options range from dual-stage air conditioning to a breezy sun/moonroof, electric Power Package to AM/FM sound systems, and more.

■ **POWERFULLY ENGINEERED.** Enjoy the responsive front-wheel drive performance and excellent fuel economy\*\* of Toyota's reliable twin cam 16-valve engine with electronic fuel injection. Power is delivered through a standard 5-speed manual



overdrive transmission. An electronically controlled 4-speed automatic overdrive is optional on the Deluxe. A smooth 4-speed automatic is optional on the Sedan. Steering and stopping are quick and easy, thanks to variable-assist power rack-and-pinion steering and power-assisted ventilated front disc brakes.

Experience the exceptional: Camry for 1988.

\*Motor Trend Magazine, May 1987

\*\*1988 EPA estimated mileage figures shown for Camry Deluxe with 3-speed manual overdrive transmission. See page 15 for complete information.



4-Door Sedan (Shown in Silver Metallic)



Deluxe Sedan and Deluxe Wagon  
Shown in Dark Blue Pearl and Light Blue Metallic

Shown with optional equipment

1 Premium auto-reverse cassette deck adds tape playback capabilities.

3 Dual-stage air conditioning has "Economy" mode for increased efficiency.

5 Convenient stalk-mounted cruise control is available on all models.

7 LE/Deluxe Power Package includes power windows and door locks, special door trim, and wagon tailgate lock.

9 Dual-sensitivity Intrusion Monitoring System helps guard against forced entry.

2 LE electronic display instrument panel includes digital speedometer, graphic tachometer, fuel and temperature indicators.

4 AM/FM stereo electronic tuner and cassette provide full-dimensional sound.

6 Two-Tone Paint Package for LE Sedan includes color-keyed mudguards and pinstriping. (Shown in Dark Blue Pearl/Light Blue Metallic)

8 AM stereo/FM stereo electronic tuning radio with auto-reverse cassette and 5-way acoustic flavor/tone control equalizer provides exceptional sound (LE only).

10 Power sun/moonroof with sliding shade and maplight enhance motoring pleasure (LE and Deluxe).

11 LE aluminum alloy wheels add sporty style to Camry's grace and beauty.

CHOICES



	FRONT-WHEEL DRIVE				ALL-TRAC			
	4-Dr. LE Sdn.	5-Dr. LE Wgn.	4-Dr. Dlx. Sdn.	5-Dr. Dlx. Wgn.	4-Dr. Sdn.	4-Dr. All-Trac LE Sdn.	4-Dr. All-Trac Dlx. Sdn.	
<b>PERFORMANCE</b>	S—Standard O—Optional —Not Available							
3.0-liter 4-cylinder twin cam 16-valve engine	S	S	S	S	S	S	S	
Computer-controlled EFI and ignition systems	S	S	S	S	S	S	S	
Electronically controlled 4-speed automatic or transmission w/shift pl. selector 5-lock-up torque converter	S	S	O	O	O <sup>1</sup>	—	—	
5-speed manual overdrive transmission	—	—	S	S	S	S	S	
Full-size spare tire with steel wheel	S	S	S	S	O <sup>1</sup>	S	S	
<b>EXTERIOR STYLING/DESIGN</b>	— — S S S <sup>1</sup> — S							
Stylized steel wheels with chrome center caps	—	—	S	S	S <sup>1</sup>	—	S	
Stylized steel wheels with full aerodynamic wheel covers	S	S	O	O	O	S	O	
Stainless steel trim rings	—	—	O	O	O	O	O	
Aluminum alloy wheels	O	O	—	—	—	S	—	
Aero-style tungsten halogen headlamps	S	S	S	S	S	S	S	
Color-keyed front and rear bumpers	S	S	—	—	—	S	—	
Driver-side outside mirror	—	—	—	—	S	—	—	
Dual color-keyed power remote-controlled outside mirrors with passenger-side wide-view convex mirror	S	S	S <sup>1</sup>	S <sup>1</sup>	—	S	S <sup>1</sup>	
Tinted glass with upper shaded windshield band	S	S	S <sup>1</sup>	S <sup>1</sup>	S <sup>1</sup>	S	S <sup>1</sup>	
Protective side moldings	S	S	S	S	S	S	S	
Front and rear mudguards	O	O	O	O	O	S	S	
Power glass sun/moonroof with shade and maplight	O	O	O	O	—	O	O	
Rear window wiper/washer with mist cycle	—	S	—	S	—	—	—	
Adjustable rear roof rack	—	O	—	O	—	—	—	
High center-mount rear stoplight	S	S	S	S	S	S	S	
<b>INTERIOR COMFORTS</b>	S S S <sup>1</sup> S <sup>1</sup> S <sup>1</sup> S <sup>1</sup> S <sup>1</sup> S <sup>1</sup>							
Tachometer, coolant temperature and fuel level gauges	S	S	S <sup>1</sup>	S <sup>1</sup>	S <sup>1</sup>	S	S <sup>1</sup>	
Electronic Display Instrument Panel—digital speedometer, graphic tach, fuel level and cool. temp. indicators	O	O	—	—	—	—	—	
Electric rear window defogger with timer	S	S	S	S	S	S	S	
Cruise control	O	O	O	O	O	O	O	
Variable-assist power steering	S	S	S	S	S	S	S	
Memory-type tilt steering wheel	S	S	S	S	O	S	S	
Digital quartz clock	S	S	S	S	O <sup>1</sup>	S	S	
Power boosted flip-flop ventilator	S <sup>1</sup>	S <sup>1</sup>	S	S	S	S <sup>1</sup>	S	
Dual-stage air conditioning with "Economy" mode	O	O	O	O	O	O	O	
Automatic illuminated entry, fade-out system	S	S	—	—	—	S	—	
Courtesy interior lights, map glove box, ashtray door courtesy (LE), key illumination and trunk, rear cargo area	S	S	S <sup>1</sup>	S <sup>1</sup>	S <sup>1</sup>	S	S <sup>1</sup>	
Automatic off-headlamp system	S	S	S	S	—	S	S	
Automatic front shoulder belt system 6-3-pt. rear seatbelts	S	S	S	S	S	S	S	
Reclining front bucket seats with adjustable headrests	S <sup>1</sup>	S <sup>1</sup>	S	S	S	S <sup>1</sup>	S	
Driver's seat cushion vertical height adjustment	S	S	S	S	—	S	S	
Driver's seat 3-way adjust. w/3-way lumbar support	S	S	S	S	—	S	S	
Luxury velour cloth seats 4 fold-down armrests	S	S	—	—	—	S	—	
Velour cloth seats	—	—	S	S	—	S	—	
Vinyl seats with cloth inserts	S	S	—	—	S	S	—	
Roll-down with rear seatback	S	S	—	—	S	S	—	
Center console with storage area and armrest	S <sup>1</sup>	S <sup>1</sup>	S	S	S	S <sup>1</sup>	S	
Dual front console cup holder	S	S	S	S	O <sup>1</sup>	S	S	
Remote trunk, hood and fuel filler door releases	S	S	S	S	S	S	S	
Full carpeting including trunk, cargo areas	S	S	S	S	S	S	S	
Carpeted floor mats	O	O	O	O	O	O	O	
Child-protector rear door locks	S	S <sup>1</sup>	S	S <sup>1</sup>	S	S	S	
Rear deck cargo cover	—	S	—	O	—	—	—	
Intrusion Monitoring System	O	O	O	O	O	O	O	
AM/FM stereo electronic tuning radio w. auto-reverse cassette and 4 speakers	—	—	O	O <sup>1</sup>	O	O	O	
AM stereo/FM stereo electronic tuning radio with 4 speakers and automatic power antenna	S	S <sup>1</sup>	O <sup>1</sup>	O <sup>1</sup>	O <sup>1</sup>	S	O <sup>1</sup>	
AM stereo/FM stereo premium electronic tuner with cassette and 4 speakers	O	O <sup>1</sup>	O	O <sup>1</sup>	O	O	O	
AM stereo/FM stereo electronic tuning radio, auto-reverse cassette, 5-way acoustic flavor/tone control equalizer with 4 speakers and automatic power antenna	O	O <sup>1</sup>	—	—	—	O	—	
Premium auto-reverse cassette deck	O	O	O	O	O	O	O	
<b>PACKAGES</b>	C—Convenience Package—dual manual remote-controlled outside mirrors, remote trunk release, console cup holder, digital quartz clock and full-size spare tire.							
Power Package—power windows and door locks, key-in ignition interlock & dual illuminated vanity mirrors (LE)	O	O <sup>1</sup>	O	O <sup>1</sup>	—	O	O	
Two-Tone Paint Package—includes two-tone paint and color-keyed mudguards	O	—	—	—	—	O	—	

<sup>1</sup>Non-electronically controlled. <sup>2</sup>Trunk release part of Convenience Package. <sup>3</sup>Without chrome center caps. <sup>4</sup>Non-color-keyed and with manual remote control. <sup>5</sup>Without upper shaded windshield band. <sup>6</sup>Without tachometer. <sup>7</sup>Tachometer is optional with 5-speed manual. <sup>8</sup>Without tachometer. <sup>9</sup>With soft-touch controls. <sup>10</sup>Without map and key illumination lights. <sup>11</sup>Without map glove box and key illumination lights. <sup>12</sup>5-way adjustable headrests. <sup>13</sup>With trunk storage area. <sup>14</sup>Rear tailgate lock included. <sup>15</sup>With 6 speakers. <sup>16</sup>Without power antenna. <sup>17</sup>Includes rear tailgate lock. <sup>18</sup>Part of Convenience Package.

	FRONT-WHEEL DRIVE				ALL-TRAC			
	4-Dr. LE Sdn.	5-Dr. LE Wgn.	4-Dr. Dlx. Sdn.	5-Dr. Dlx. Wgn.	4-Dr. Sdn.	4-Dr. All-Trac LE Sdn.	4-Dr. All-Trac Dlx. Sdn.	
<b>BODY / FRAME CONSTRUCTION</b>	Unriveted body							
<b>STEERING TYPE</b>	Variable-assist power rack-and-pinion, collapsible shaft							
<b>BRAKES</b>	Power-assisted ventilated front disc with audible alert wear indicators/rear drum							
<b>SUSPENSION FRONT</b>	MacPherson struts with stabilizer bar (disc with audible alert wear indicators/rear drum)						All-wheel drive (All-Trac with MacPherson struts and stabilizer bar)	
<b>SUSPENSION REAR</b>	Independent dual link with MacPherson struts with stabilizer bar (without stabilizer bar on 4-Door Sedan)							
<b>ENGINE TYPE</b>	4-cyl. twin cam 16-valve EFI							
<b>DISPLACEMENT</b>	2.0 liters (119.9cc)							
<b>HOSE POWER (SAE NET)</b>	119.8 2100 rpm							
<b>TORQUE (SAE NET)</b>	124 ft.-lbs @ 4400 rpm							
<b>EXTERIOR DIMENSIONS (inches)</b>	Wheelbase Overall length Overall width Overall height Tread width (front) Tread width (rear)							
	102.4	102.4	102.4	102.4	102.4	102.4	102.4	
	182.1	183.1	182.1	183.1	182.1	182.1	182.1	
	67.4	67.4	67.4	67.4	67.4	67.4	67.4	
	54.1	54.5	54.1	54.5	54.1	54.1	54.1	
	58.1	58.1	58.1	58.1	58.1	58.1	58.1	
	56.9	56.9	56.9	56.9	56.9	56.9	56.7	
<b>INTERIOR DIMENSIONS (inches)</b>	Head room (front) Head room (rear) Leg room (front) Leg room (rear) Shoulder room (front) Shoulder room (rear)							
	37.9	38.3	37.9	38.3	37.9	37.9	37.9	
	36.6	37.2	36.6	37.2	36.6	36.6	36.6	
	42.9	42.9	42.9	42.9	42.9	42.9	42.9	
	34.4	34.4	34.4	34.4	34.4	34.4	34.4	
	54.3	54.3	54.3	54.3	54.3	54.3	54.3	
	53.7	53.7	53.7	53.7	53.7	53.7	53.7	
<b>CURB WEIGHT</b>	5-speed manual overdrive 5-speed automatic overdrive							
	N/A	N/A	2714	2833	2990	3008	3086	
	2811	2921	2789	2910	2743	N/A	N/A	
<b>CAPACITIES</b>	Luggage (packs) rear seat up (cu.ft.) Cargo capacity (rear seat down (cu.ft.)) Fuel tank capacity (gallons)							
	16.6	28.5	14.6	25.5	14.6	14.6	14.6	
	N/A	65.1	N/A	65.1	N/A	N/A	N/A	
	15.9	15.9	15.9	15.9	15.9	15.9	15.9	
<b>TIRES</b>	Type Steel-Belted All-Weather Radial Blackwall 165-70SRH							
<b>EXTERIOR COLORS/ INTERIOR COLORS<sup>1</sup></b>	Solid Super White (Maroon or Beige) Black (Maroon or Beige) Pearl Clear Coat Medium Red Pearl (Maroon) Dark Red Pearl (Maroon) Dark Blue Pearl (Blue)							
	Metallic Clear Coat		Optional Two-Tone Brown, Rose Gray (Maroon) Dark Blue Pearl, Light Blue (Blue)					
<b>MILEAGE ESTIMATES<sup>2</sup></b>	ECT 4-Spd. Auto. City 25/32 Highway 32/42							
	ECT 5-Spd. Auto. City 26/32 Highway 33/43		ECT 4-Spd. Auto. City 25/31 Highway 32/42		ECT 5-Spd. 4-Spd. Man. Auto. City 26/32 Highway 33/43		ECT 5-Spd. Man. City 24/31 Highway 32/42	
Estimated city MPG	25-32		25-31		26-32		24	
Estimated highway MPG	32-42		32-43		32-42		42	
<b>TOYOTA WARRANTY</b>	12-mo./12,000-mi. basic new vehicle limited warranty, 3-yr./36,000-mi. limited power-train, electronic and computerized components warranty, 5-yr./50,000-mi. limited emission-control device warranty, 3-yr./50,000-mi. limited mileage corrosion perforation warranty							

<sup>1</sup>N/A—Not applicable. <sup>2</sup>Some colors not available on all models. <sup>3</sup>1988 EPA estimated mileage figures shown. See your Toyota dealer for details. Specifications and equipment based on information available at time of printing and subject to change without notice. Some vehicles shown with optional equipment. See features chart. For more details on 1988 options, accessories and specifications in your area, contact your Toyota dealer.